NEWS FROM THE INTERCOLLEGIATE BROADCASTING SYSTEM

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WELL-KNOWN NBC PRODUCER TO SPEAK TO COLLEGE RADIO GROUP

IBS NATIONAL MEETING SET FOR APRIL 30 IN NEW YORK CITY - PLANS COMPLETED

Marx Loeb, Executive Producer of the NBC Radio Network's MONITOR will be the featured speaker at the National Radio Roundtable Conference at Columbia University on April 30. Sponsored by the Intercollegiate Broadcasting System, the meeting is open to all college radio station personnel regardless of IBS affiliation.

One of the most creative and influential producers active in radio, Marx Loeb has produced such well-known programs as "The Greatest Story Ever Told", "Counterspy", "The Falcon", and "MGM Theatre of the Air".

After two years as Assistant Program Manager of WIP, Philadelphia, in 1936-37, Loeb joined CBS in New York as a radio director-producer. During the following eight years, he guided "Theatre of Romance", "Columbia Workshop", "Radio Readers' Digest", "Report to the Nation" and many other leading shows.

Marx worked as a free lance producer between 1946 and 1955, when he joined NBC Radio's MONITOR. He was named top producer of MONITOR in January, 1959.

National Radio Roundtable, a seminar in college broadcasting from the microphone to the listener, will begin with a 10:00 A.M.-12:30 P.M. tour of WKCR, Columbia's "Kings College Radio" station. After a brief introduction by Intercollegiate Broadcasting System President, David Borst, Marx Loeb will speak at a luncheon in Ferris Booth Dining Hall.

The expanding field of college FM broadcasting will be described by Charles Quigley, IBS FM Department Manager, and a pioneer in campus FM. Quigley will also report on the outcome of IBS negotiations with the Federal Communications Commission in the FM area.

Beginning at 3:15 P.M., seminar workshops will be held on the topics of "Setting up a Station", "College Radio FM", "Advanced Carrier Current and FM Engineering", "College Station Programming" and "College Station Management". Intercollegiate Broadcasting System personnel and other experts will moderate the seminars.

Additional meeting highlights will be the naming of the program contest winner, audition of the winning tape, and possible award of a valuable piece of station equipment as a door prize.

Founded at Brown University in 1940, the Intercollegiate Broadcasting System serves as a central clearing house for technical, programming and business information and represents college radio stations to the FCC and other organizations.

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